

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended) A method for automatically constructing a customized associate web site, comprising:

receiving a selection of a set of presentation preferences, the set of presentation preferences being selected from a plurality of predefined sets of presentation preferences;

receiving via ~~an intuitive~~ a graphical user interface associate data uniquely describing the associate;

assembling the presentation preferences and associate data, thereby creating a customized web site;

presenting a preview of the customized web site; and

publishing the customized web site.

Claim 2. (currently amended) A method according to claim 1 wherein the step of receiving a set of presentation preferences includes displaying a plurality of previews, each preview associated with one of the plurality of predefined sets of presentation preferences, and receiving a selection of one of the displayed previews representing ~~from among~~ a set of presentation preferences predefined by a firm affiliated with the associate.

Claim 3. (currently amended) A method according to claim 1 wherein the step of receiving associate data includes receiving a selection of pages the associate elects to include in the web site.

Claim 4. (currently amended) A method according to claim 1 wherein the step of receiving associate data includes identifying pages which a firm affiliated with the associate requires to ~~must be~~ included in the web site.

Claim 5. (currently amended) A method according to claim 1 wherein the step of receiving associate data includes identifying ~~the~~ an order of pages to display.

Claim 6. (original) A method according to claim 1 wherein the step of receiving associate data includes identifying information blocks to display on a page of the web site.

Claim 7. (original) A method according to claim 6 wherein the step of receiving associate data further includes receiving foil ratted instructions regarding information blocks to display on a page of the web site.

Claim 8. (original) A method according to claim 1 wherein the step of receiving associate data includes identifying the order of information blocks to display on a page of the web site.

Claim 9 (currently amended) An apparatus for automatically constructing a customized associate web site, comprising:

means for receiving a selection of a set of presentation preferences, the set of presentation preferences being selected from a plurality of predefined sets of presentation preferences;

means for receiving via ~~an intuitive~~ a graphical user interface associate data uniquely describing the associate;

means for assembling the presentation preferences and associate data, thereby creating a customized web site;

means for presenting a preview of the customized web site; and

means for publishing the customized web site.

Claim 10 (currently amended) An apparatus according to claim 9 wherein the means for receiving presentation a set of preferences includes means for displaying a plurality of previews, each preview associated with one of the plurality of predefined sets of presentation preferences, and means for receiving a selection of one of the displayed previews representing ~~from among~~ a set of presentation preferences predefined by a firm affiliated with the associate.

Claim 11 (currently amended) An apparatus according to claim 9 wherein the means for receiving associate data includes means for receiving a selection of pages the associate elects to include in the web site.

Claim 12 (currently amended) An apparatus according to claim 9 wherein the means for receiving associate data includes means for identifying pages which a firm affiliated with the associate requires to ~~must~~ be included in the web site.

Claim 13 (currently amended) An apparatus according to claim 9 wherein the means for receiving associate data includes means for identifying ~~the~~ an order of pages to display.

Claim 14. (original) An apparatus according to claim 9 wherein the means for receiving associate data includes means for identifying information blocks to display on a page of the web site.

Claim 15. (original) An apparatus according to claim 14 wherein the means for receiving associate data further includes means for receiving formatting instructions regarding information blocks to display on a page of the web site.

Claim 16. (original) An apparatus according to claim 9 wherein the means for receiving associate data includes means for identifying the order of information blocks to display on a page of the web site.

Claim 17 (currently amended) An apparatus for automatically constructing a customized associate web site, comprising:

a processor;

a memory connected to said processor storing a program to control the operation of said processor;

the processor operative with the program in the memory to:

receive a selection of a set of presentation preferences, the set of presentation preferences being selected from a plurality of predefined sets of presentation preferences;

receive via ~~an intuitive~~ graphical user interface associate data uniquely describing the associate;

assemble the presentation preferences and associate data, thereby creating a customized web site;

present a preview of the customized web site; and

publish the customized web site.

Claim 18 (currently amended) An apparatus according to claim 17 wherein the processor is further operative with the program in memory to display a plurality of previews, each preview associated with one of the plurality of predefined sets of presentation preferences, and receive a selection of one of the displayed previews representing ~~from among~~ a set of presentation preferences predefined by a firm affiliated with the associate.

Claim 19 (currently amended) An apparatus according to claim 17 wherein the processor is further operative with the program in the memory to receive a selection of pages the associate elects to include in the web site.

Claim 20 (currently amended) An apparatus according to claim 17 wherein the processor is further operative with the program in the memory to identify pages which a firm affiliated with the associate requires to ~~must~~ be included in the web site.

Claim 21 (currently amended) An apparatus according to claim 17 wherein the processor is further operative with the program in the memory to identify ~~the~~ an order of pages to display.

Claim 22 (original) An apparatus according to claim 17 wherein the processor is further operative with the program in the memory to identify information blocks to display on a page of the web site.

Claim 23 (original) An apparatus according to claim 22 wherein the processor is further operative with the program in the memory to receive formatting instructions regarding information blocks to display on a page of the web site.

Claim 24 (original) An apparatus according to claim 17 wherein the processor is further operative with the program in the memory to identify the order of information blocks to display on a page of the web site.

Claim 25 (currently amended) A computer-readable storage medium encoded with processing instructions for implementing method for automatically constructing a customized associate web site, the processing instructions for directing a computer to perform the steps of:

receiving a selection of a set of presentation preferences, the set of presentation preferences being selected from a plurality of predefined sets of presentation preferences;

receiving via ~~an intuitive~~ a graphical user interface associate data uniquely describing the associate;

assembling the presentation preferences and associate data, thereby creating a customized web site;

presenting a preview of the customized web site; and

publishing the customized web site.